

Joy O. McLeod
Sr. User Experience Specialist

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Profile

User-experience Specialist with proven know-how to combine creative usability centered goals and business requirements, resulting in world-class solutions for web and mobile applications.

Work Experience

SENIOR UX SPECIALIST, PROJECT/TEAM LEAD	Peraton	03/21 - Present
SENIOR UX SPECIALIST, PROJECT/TEAM LEAD	Northrop Grumman	09/19 - 03/21
UX DESIGN LEAD	Aquent Vitamin T	03/18 - 08/19
UX DESIGN LEAD	Sorterbox	03/16 - 12/17
UX DESIGNER	Irohad International Ltd.	12/15 - 03/17
UX DESIGN STRATEGIST	TimbaObjects Technologies Ltd.	12/10 - 07/15
Web Experience/Customer Experience	Freelance Consultant	2006 - 2010

Skills

- REQUIREMENTS DEFINITION
 - USE CASES
 - PERSONA CREATION/JOURNEY MAPPING
 - INFORMATION ARCHITECTURE
 - USER RESEARCH/STRATEGY
 - USABILITY PROTOCOLS/BLUEPRINT
 - USER FLOWS
 - A/B, CARD SORT
 - USABILITY TESTING
 - AFFINITY/USE CASE DIAGRAMS
 - WIREFRAME/PROTOTYPING
 - SKETCH/ILLUSTRATOR/AXURE/FIGMA
 - BALSAMIQ
 - ADOBE DREAMWEAVER/XD
 - UX, UI DESIGN, SERVICE DESIGN
 - WEB ACCESSIBILITY / 508 COMPLIANCE
- FRONT END SKILLS SET
-
- Sass {less}
- B Git
- JIRA Trello

Education

BSc COMPUTING AND ITS PRACTICES	Open University, United Kingdom.	2010
<p>Program Highlights:</p> <ul style="list-style-type: none">→ Interaction design, User Experience, Web Accessibility→ Software engineering with objects→ Computing→ Developing concurrent distributed systems		

Start Dot Case Study Sample

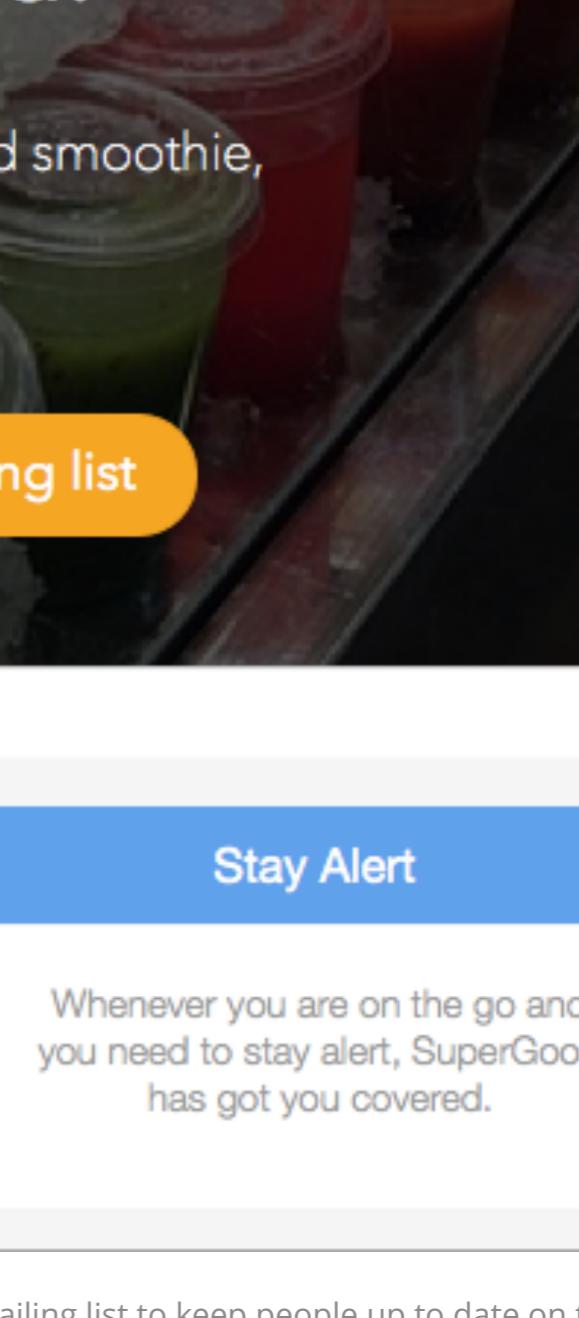
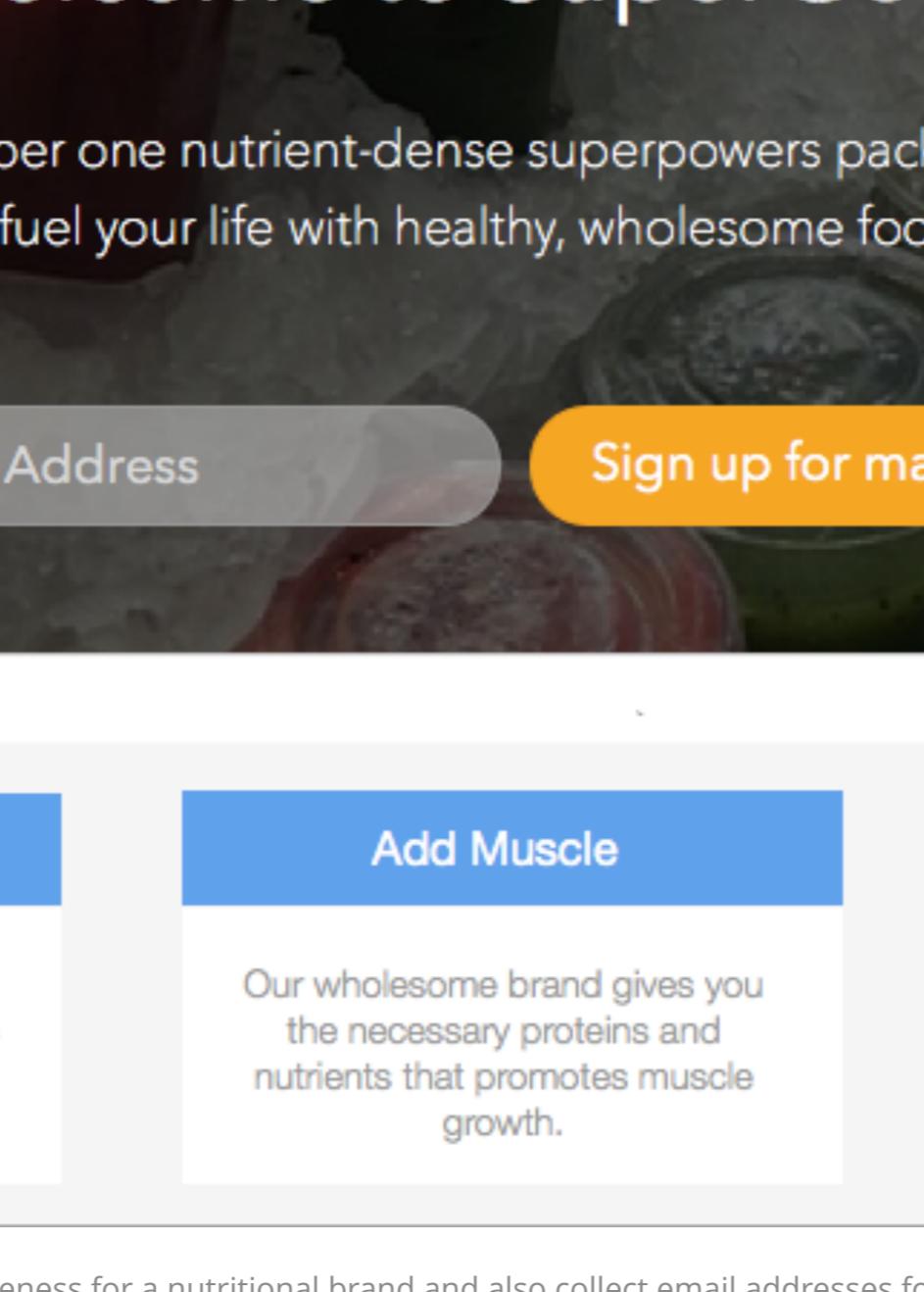
StartDot

Role - UX Research, Strategy, Designer and UI Engineer.

Week StartDot

Resource List Contact Us startdot.org

Welcome to Start Dot



Management and Productivity Resources

EPE Tracker - Powered by Jira	Office 365 - Single Sign-On	EPE File Sharing - Single Sign-On
Tracker is a project management tool for team collaboration and transparency across projects.	Office 365 enables teams to collaborate with online documents using Microsoft Word, Excel, PowerPoint, etc.	This is a hosted EPE resource that uses this as an EPE resource to help monitor the usage status of EPE's websites and services.
View EPE Tracker	View Microsoft Office 365	View EPE Site Status
EPE WkSp	EPE Remote Desktop - Single Sign-On	EPE Site Status - Powered by Pingdom
EPE Workspace is a workspace specially designed for Wiki content. This space can be organized by team, by project, or both.	Connect to your remote PC or virtual apps and desktops by using Microsoft Remote Desktop.	This is an EPE resource that uses this as an EPE resource to help monitor the usage status of EPE's websites and services.
View EPE Workspace	View Remote Desktop	View EPE Site Status
P	Edwkit - Powered by Bitly	
Website Monitor - Powered by Pingdom	Create custom links to brand, track, and optimize every touch point of your website with Bitly link management.	
View Pingdom	View Bitly	

Overview

Start Dot is an organization's web based product aiming to produce a mini information architecture webpage for a specific organization that will serve as a centralized base linking to all of the organization's workplace productivity resources. These resources include but are not limited to; accessing documents remotely, productivity tools, communication and collaboration tools, e.t.c.

The Users

Interns, New Employees and Remote Employees

The Problem

- No central access location to identify resources
- Hard to access documents remotely
- Time consuming to track down resources
- Very frustrating to get up to speed on resources as a new employee
- Delay in productivity, learnability and slow progress as a new role

The Process

- Brainstorming, Focus groups, Survey, Metric Analysis, Content Inventory, Scenarios, User Stories, User Flow, Activity Diagram, Blueprint
- Information Architecture and Sitemaps
- Low to mid fidelity wireframes
- Visual Branding (Established Style Guides)
- High-fidelity interactive Prototype

The Solution

- Allow both internal and external users to access the page without downloading any software
- Meta robot tags so that search engines do not index and do not follow the page links
- Ability to interface with the existing data warehouse application
- User friendly, simple to use, and does not require any training
- Feedback feature from user
- Aesthetically pleasing
- Compatible across browsers
- Responsive and mobile friendly
- Site Engine Optimization Analytics to capture and understand user's behavior

Proof Assessment System

Role - UX & UI Designer.

PROOF ASSESSMENT SYSTEM

Improve how you build and deliver tests you better do it right. We design our systems to drive best practices and implement our own. We live evidence-based research and fancy evidence dressing.

[START FREE TRIAL](#)

Develop Your Exam

If you want to build and deliver tests you better do it right. We design our systems to drive best practices and implement our own. We live evidence-based research and fancy evidence dressing.

[Learn More](#)

Deliver Your Exam

Implement state-of-the-art approaches like adaptive testing and tech enhanced items, with the option for virtual proctoring or produced test centers. Our system has decent-based exams for you.

[Learn More](#)

Manage Your Exam

Our revolutionary exam center interface allows you to easily manage certification and form sure programs, including your own testing locations, no staff! We can even test for you!

[Learn More](#)

Grow Your Exam

Analyze your tests with classical test theory or item response theory and automatically produce beautiful report documents, implement new computerized adaptive tests (CAT).

[Learn More](#)

PoC UI Sample

SuperGood

Role - Concept Design.

Welcome to SuperGood!

Your number one nutrient-dense superpowers packed smoothie, fuel your life with healthy, wholesome food.

Email Address [Sign up for mailing list](#)

Loose Weight

Our smoothie is very healthy and promotes weightloss in an organic manner.

Add Muscle

Our wholesome brand gives you the necessary proteins and nutrients that promotes muscle growth.

Stay Alert

Whenever you are on the go and you need to stay alert, SuperGood has got you covered.

The scope of the project was to raise awareness for a nutritional brand and also collect email addresses for mailing list to keep people up to date on the products, all within a landing page.

In this design, I used warm colors like orange to evoke energy, happiness and vitality, which aligns with health and is one of the product attribute and evoke target audience's emotions. The blue color complements the design to exude calmness. The layout, typography, background image, and visual hierarchy works harmoniously with the brand and also passes the intended message across to customers.

MG Dashboard Sample

MG Analytical Dashboard

Role - UX Designer.

Dashboard

Mothership, the first and only platform to manage your Project Leader's work.

States 8 **LGA's** 40 **Centers** 600 **Performance** 5.6

Week 1 **Week 2** **Week 3** **Week 4** **Month (4 Weeks)**

States	Count	Performance	Count	Performance	Count	Performance	Count	Performance
Abia	660	6.6	500	5.0	200	2.0	555	5.5
Anambra	400	4.0	700	7.0	470	4.7	666	6.6
Delta	37	4.3	760	7.6	230	2.3	777	7.7
Edo	360	3.1	190	1.8	450	4.5	888	8.8
Imo	420	4.2	250	2.5	349	3.5	999	9.9
Kogi	370	3.7	400	4.0	566	5.7	1000	10.0
Osun	0	0.0	140	1.4	450	4.5	129	1.3
Oyo	1000	10.0	300	3.0	44	0.4	850	8.5

Year Round Performance

Jan '15 Feb '15 Apr '15 Jun '15 Aug '15 Oct '15 Dec '15 Jan '16

Abia Anambra Delta Edo Imo Kogi Oyo Osun

Overview

MG Analytical dashboard is a web and responsive mobile application that showcases health centers performances by region, states and health centers across a country.

The Users

Public facing customers

The Problem

Outdated web pages that needed to be updated to conform to customer needs

The Process

Stakeholder brainstorming session and presentation, covered scope, research, competitive analysis, content inventory, metrics analysis prototypes and Web Accessibility.

- Translated concepts into user interface design specifications for web portal and mobile portal.

The Solution

- The redesigned pages optimized the overall experience and behavior of customer interaction with pages.

- High retention of customers, increased lead gen and customer conversion

- Increased awareness of company's branding, services and products.